Beyond the Blog: The New Rules of Collaboration and Communication

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Steelray Software

Getting Status Updates

- One of the hardest jobs for the scheduler is getting status updates from the project team.
- Over 50,000,000 people do it voluntarily and frequently on Facebook?
- What's going on here? What can we learn from this?

Meetings

The status update meeting has its strengths and weaknesses.

Meetings

Strengths

- Low latency
- More civility
- High Fidelity

Weaknesses

- Inconvenient
- Inefficient
- Expensive

Phone & Internet

- Is there a more disruptive device than the phone?
- Email has its own drawbacks.

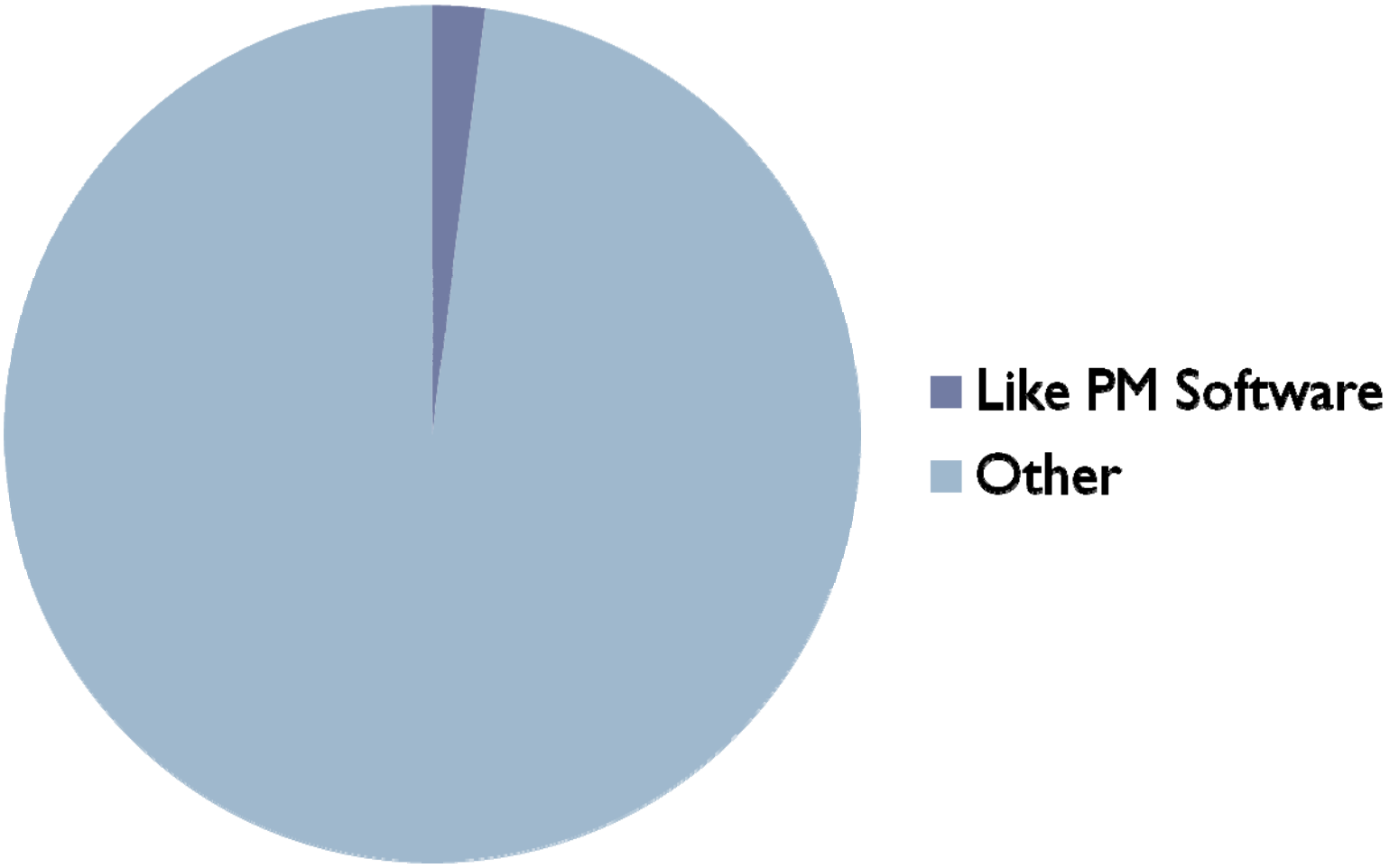
Remaining Deficiencies

A Market is Born

This guy will sell you software that solves all of your problems.

You can just go home now.

Users Respond



What Can We Learn About Project Collaboration?

Blogging

- Blogging changed the rules of publishing.

Websites

We**blogs**

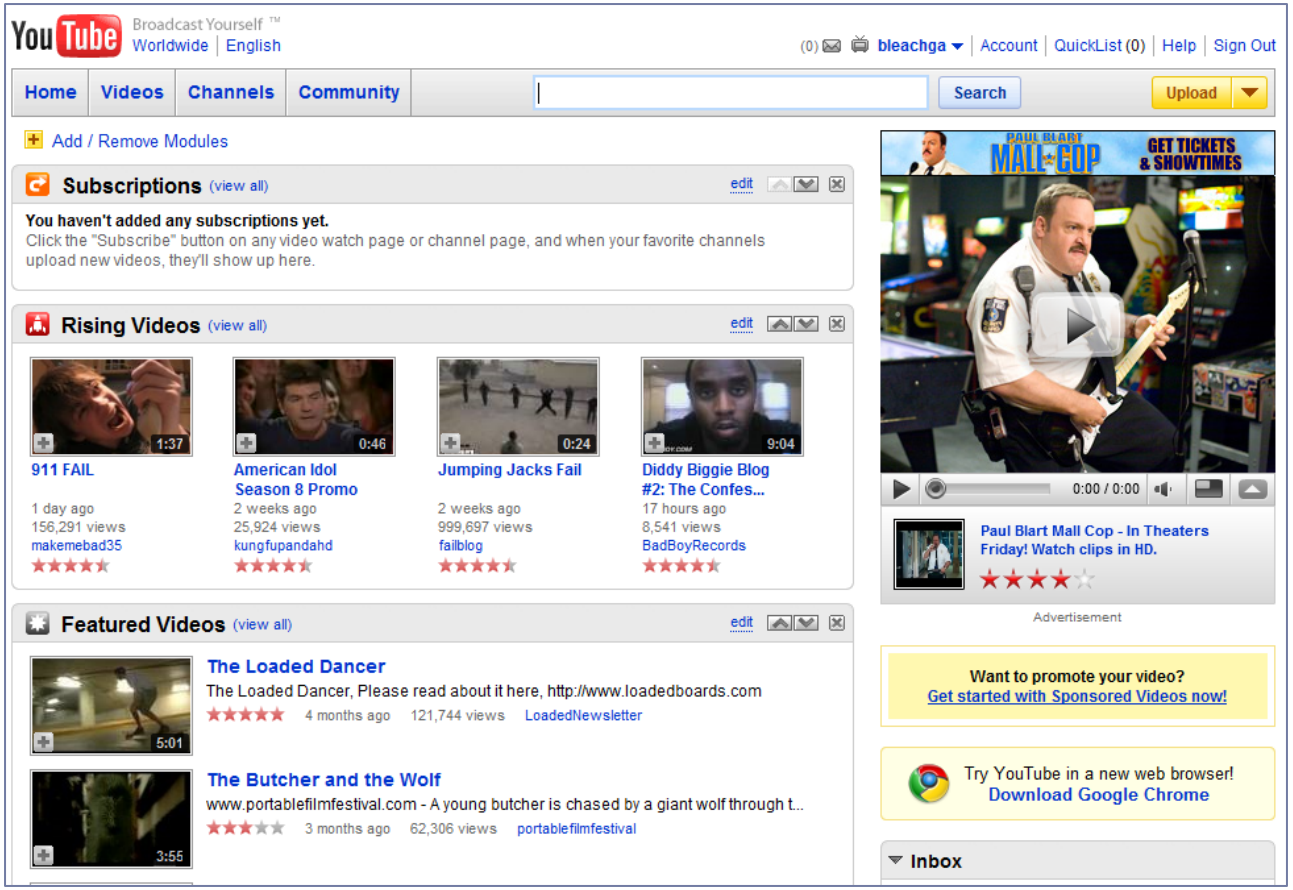
Social Networks

Blogging

- Social networks have changed the rules of blogging.

Websites	We**blogs**	Social Networks
Author to Audience	Author to Audience Audience to Author	Audience to Audience

YouTube


YouTube
Broadcast Yourself ™
Worldwide | English
(0) bleachga | Account | QuickList (0) | Help | Sign Out
Home
Videos
Channels
Community
Search
Upload
Add / Remove Modules
Subscriptions (view all)
edit
You haven't added any subscriptions yet.
Click the "Subscribe" button on any video watch page or channel page, and when your favorite channels upload new videos, they'll show up here.
Rising Videos (view all)
edit
1:37
911 FAIL
1 day ago
156,291 views
makemebad35
0:46
American Idol Season 8 Promo
2 weeks ago
25,924 views
kungfupandahd
0:24
Jumping Jacks Fail
2 weeks ago
999,697 views
failblog
9:04
Diddy Biggie Blog #2: The Confes...
17 hours ago
8,541 views
BadBoyRecords
Featured Videos (view all)
edit
5:01
The Loaded Dancer
The Loaded Dancer, Please read about it here, http://www.loadedboards.com
4 months ago
121,744 views
LoadedNewsletter
3:55
The Butcher and the Wolf
www.portablefilmfestival.com - A young butcher is chased by a giant wolf through t...
3 months ago
62,306 views
portablefilmfestival
PAUL BLART MALL COP
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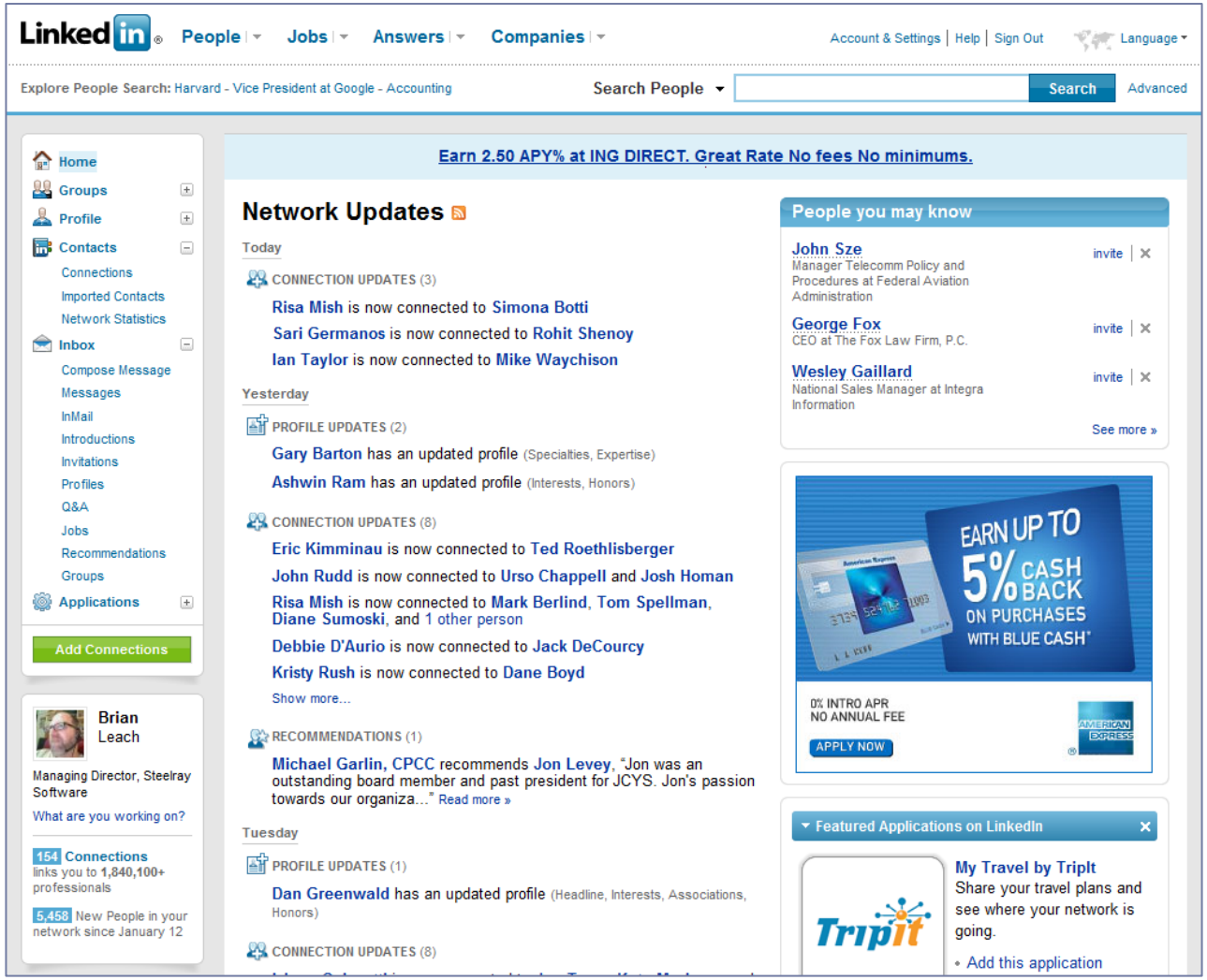
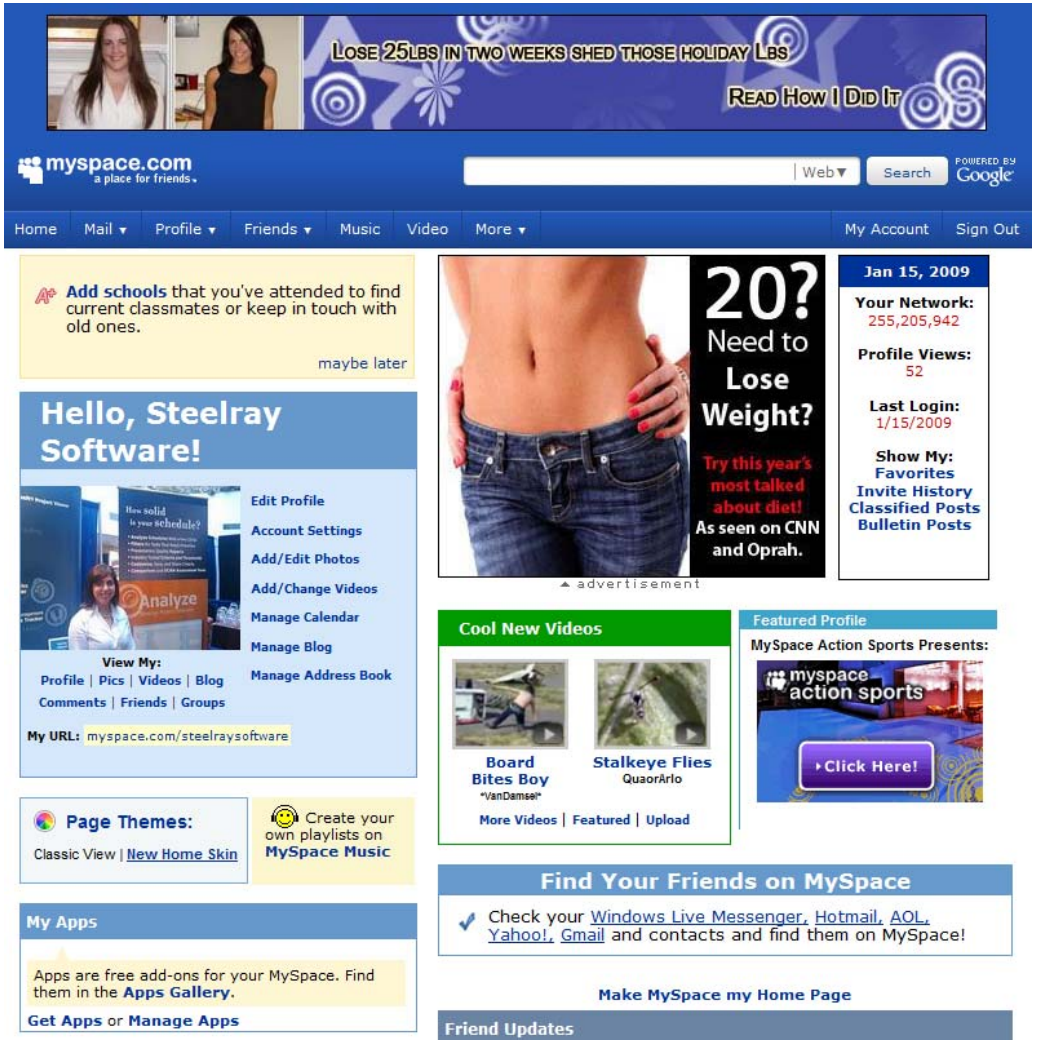

LinkedIn
People
Jobs
Answers
Companies
Account & Settings | Help | Sign Out
Language
Explore People Search: Harvard - Vice President at Google - Accounting
Search People
Search
Advanced
Home
Groups
Profile
Contacts
Connections
Imported Contacts
Network Statistics
Inbox
Compose Message
Messages
InMail
Introductions
Invitations
Profiles
Q&A
Jobs
Recommendations
Groups
Applications
Add Connections
Brian Leach
Managing Director, Steelray Software
What are you working on?
154 Connections links you to 1,840,100+ professionals
5,458 New People in your network since January 12
Earn 2.50 APY% at ING DIRECT. Great Rate No fees No minimums.
Network Updates
Today
CONNECTION UPDATES (3)
Risa Mish is now connected to Simona Botti
Sari Germanos is now connected to Rohit Shenoy
Ian Taylor is now connected to Mike Waychison
Yesterday
PROFILE UPDATES (2)
Gary Barton has an updated profile (Specialties, Expertise)
Ashwin Ram has an updated profile (Interests, Honors)
CONNECTION UPDATES (8)
Eric Kimminau is now connected to Ted Roethlisberger
John Rudd is now connected to Urso Chappell and Josh Homan
Risa Mish is now connected to Mark Berlind, Tom Spellman, Diane Sumoski, and 1 other person
Debbie D'Aurio is now connected to Jack DeCourcy
Kristy Rush is now connected to Dane Boyd
Show more...
RECOMMENDATIONS (1)
Michael Garlin, CPCC recommends Jon Levey, "Jon was an outstanding board member and past president for JCYS. Jon's passion towards our organiza..." Read more »
Tuesday
PROFILE UPDATES (1)
Dan Greenwald has an updated profile (Headline, Interests, Associations, Honors)
CONNECTION UPDATES (8)
People you may know
John Sze
Manager Telecomm Policy and Procedures at Federal Aviation Administration
invite
George Fox
CEO at The Fox Law Firm, P.C.
invite
Wesley Gaillard
National Sales Manager at Integra Information
invite
See more »
EARN UP TO 5% CASH BACK ON PURCHASES WITH BLUE CASH*
0% INTRO APR
NO ANNUAL FEE
APPLY NOW
AMERICAN EXPRESS
Featured Applications on LinkedIn
TripIt
My Travel by TripIt
Share your travel plans and see where your network is going.
Add this application

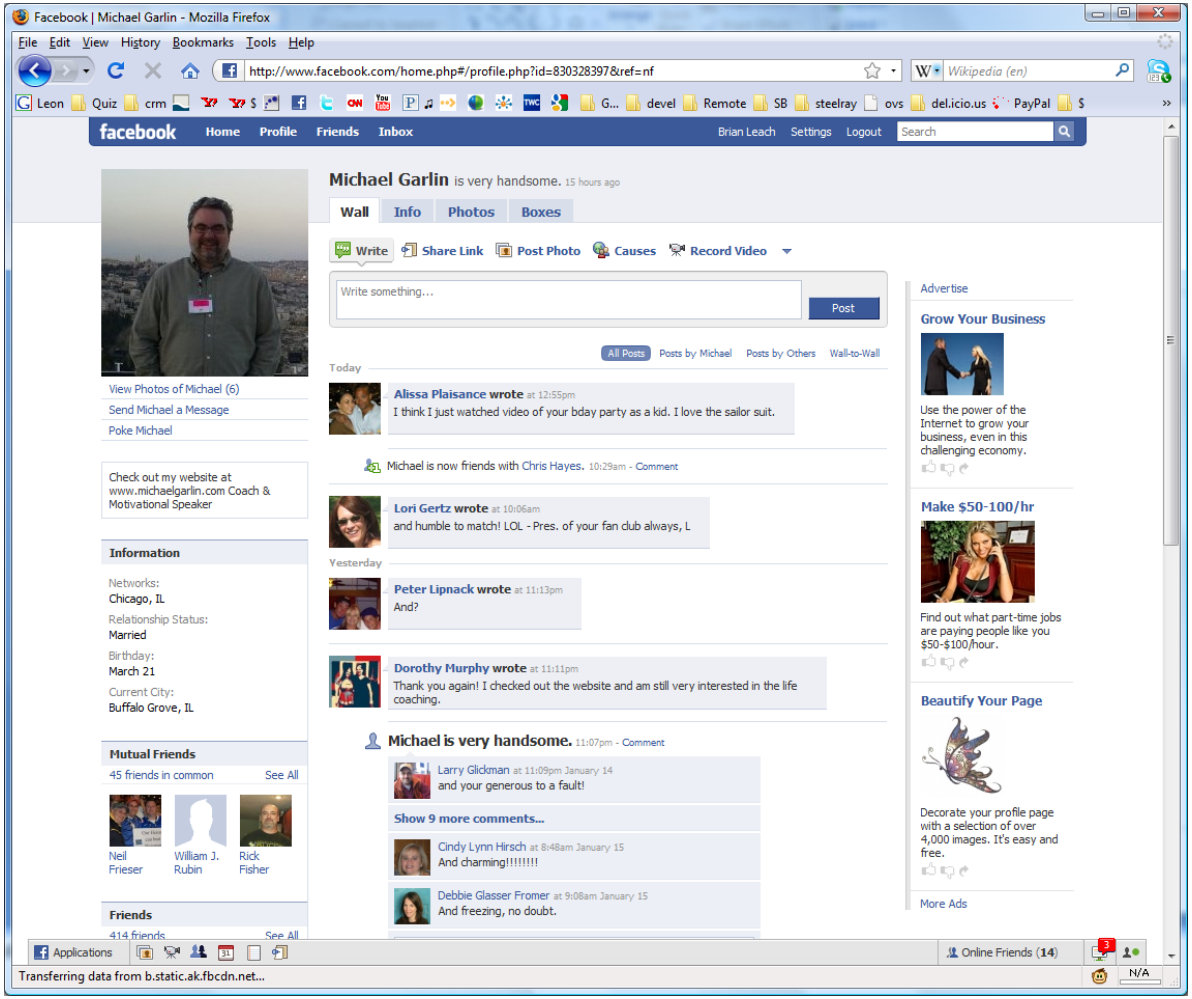
MySpace


Lose 25lbs in two weeks shed those holiday lbs
Read How I Did It
myspace.com
a place for friends
Web
Search
Google
Home
Mail
Profile
Friends
Music
Video
More
My Account
Sign Out
Add schools that you've attended to find current classmates or keep in touch with old ones.
maybe later
Hello, Steelray Software!
Edit Profile
Account Settings
Add/Edit Photos
Add/Change Videos
Manage Calendar
Manage Blog
Manage Address Book
View My:
Profile | Pics | Videos | Blog
Comments | Friends | Groups
My URL: myspace.com/steelraysoftware
Page Themes:
Classic View | New Home Skin
Create your own playlists on MySpace Music
My Apps
Apps are free add-ons for your MySpace. Find them in the Apps Gallery.
Get Apps or Manage Apps
20? Need to Lose Weight?
Try this year's most talked about diet!
As seen on CNN and Oprah.
advertisement
Jan 15, 2009
Your Network: 255,205,942
Profile Views: 52
Last Login: 1/15/2009
Show My:
Favorites
Invite History
Classified Posts
Bulletin Posts
Cool New Videos
Board Bites Boy
VanDamsel
Stalkeye Flies
QuaorArlo
More Videos | Featured | Upload
Featured Profile
MySpace Action Sports Presents:
myspace action sports
Click Here!
Find Your Friends on MySpace
Check your Windows Live Messenger, Hotmail, AOL, Yahoo!, Gmail and contacts and find them on MySpace!
Make MySpace my Home Page
Friend Updates

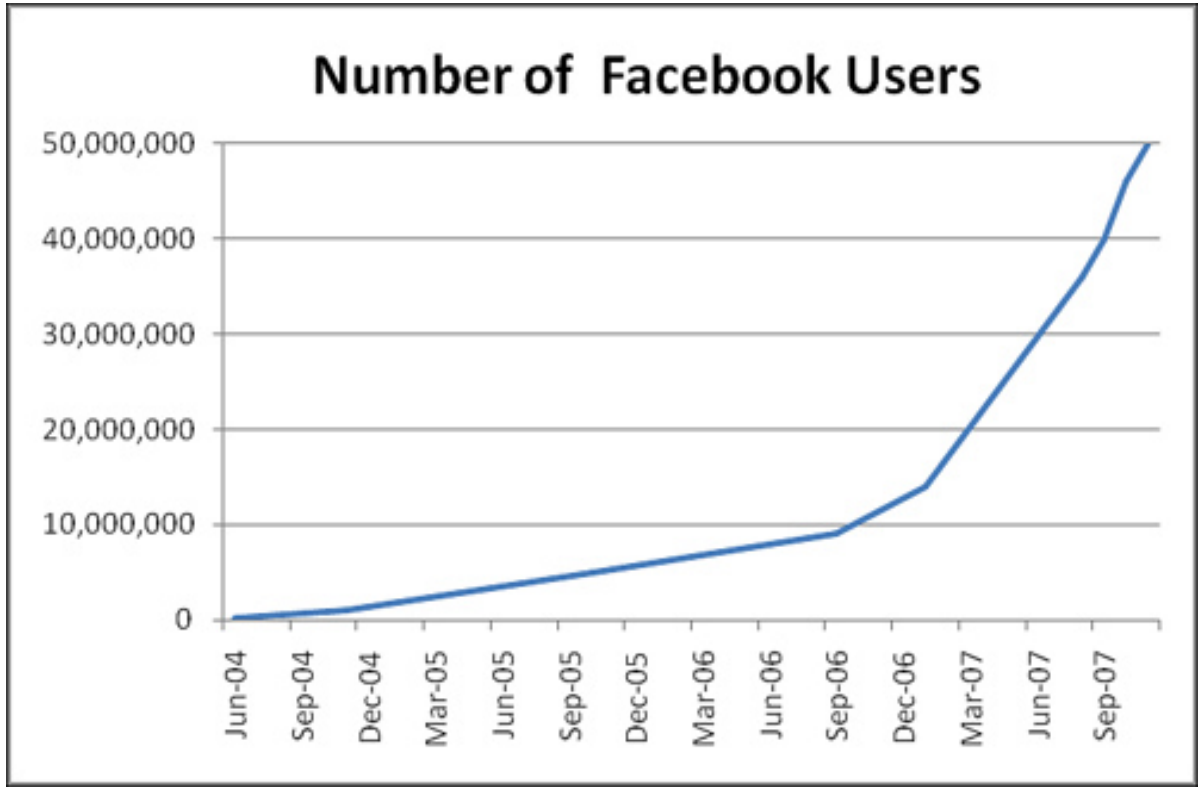
Twitter

twitter
Select Language ...
What is Twitter?
What?
Why?
How?
Watch a video!
Please sign in
user name or email address:
password:
Remember me
Sign In »
Forgot password? Click here.
Already using Twitter from your phone? Click here.
Twitter is a service for friends, family, and co–workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?
Join the conversation!
Get Started Now

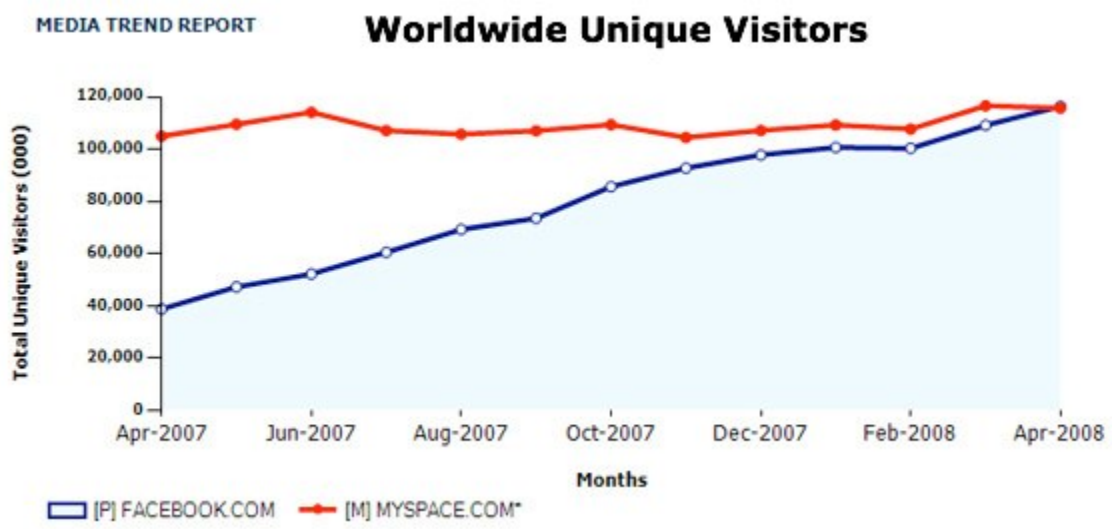
Facebook


Facebook | Michael Garlin - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.facebook.com/home.php#/profile.php?id=830328397&ref=nf
facebook
Home
Profile
Friends
Inbox
Brian Leach
Settings
Logout
Search
Michael Garlin is very handsome. 15 hours ago
Wall
Info
Photos
Boxes
Write
Share Link
Post Photo
Causes
Record Video
Write something...
Post
All Posts
Posts by Michael
Posts by Others
Wall-to-Wall
Today
Alissa Plaisance wrote at 12:55pm
I think I just watched video of your bday party as a kid. I love the sailor suit.
Michael is now friends with Chris Hayes. 10:29am - Comment
Lori Gertz wrote at 10:06am
and humble to match! LOL - Pres. of your fan club always, L
Yesterday
Peter Lipnack wrote at 11:13pm
And?
Dorothy Murphy wrote at 11:11pm
Thank you again! I checked out the website and am still very interested in the life coaching.
Michael is very handsome. 11:07pm - Comment
Larry Glickman at 11:09pm January 14
and your generous to a fault!
Show 9 more comments...
Cindy Lynn Hirsch at 8:48am January 15
And charming!!!!!!!!
Debbie Glasser Fromer at 9:08am January 15
And freezing, no doubt.
View Photos of Michael (6)
Send Michael a Message
Poke Michael
Check out my website at www.michaelgarlin.com Coach & Motivational Speaker
Information
Networks:
Chicago, IL
Relationship Status:
Married
Birthday:
March 21
Current City:
Buffalo Grove, IL
Mutual Friends
45 friends in common
See All
Neil Frieser
William J. Rubin
Rick Fisher
Friends
414 friends
See All
Advertise
Grow Your Business
Use the power of the Internet to grow your business, even in this challenging economy.
Make $50-100/hr
Find out what part-time jobs are paying people like you $50-$100/hour.
Beautify Your Page
Decorate your profile page with a selection of over 4,000 images. It's easy and free.
More Ads
Applications
Online Friends (14)
Transferring data from b.static.ak.fbcdn.net...

Facebook


Number of Facebook Users
50,000,000
40,000,000
30,000,000
20,000,000
10,000,000
0
Jun-04
Sep-04
Dec-04
Mar-05
Jun-05
Sep-05
Dec-05
Mar-06
Jun-06
Sep-06
Dec-06
Mar-07
Jun-07
Sep-07

Facebook Since 2007



Building Blocks

- Authentication
- Profile / Home Page
- Messaging
- File/Photo/Link Sharing
- External Notification
- Groups / Communities
- Application Platform
- Search

Why They Work

- Social
- Addictive
- Low Barrier to Entry
- Near Zero Footprint
- ~~Lurkers~~ Observers Welcome
- Easy (Enough) to Use
- Mobile Device Friendly
- Self-Promoting (Encourage Their Own Growth)

Social

- They promote communities.
- Nothing spreads as fast as news and gossip.
- Allow individuality and personality

Addictive

- Appeal to the news junkies.
- The more “friends”, the more “news”.
- Applications

Low Barrier to Entry

- Easy to get started
- Remains simple.
- Free

Near Zero Footprint

- No installation.
- No documentation.
- No licensing.
- Few constraints.

Observers Welcome

Social networking platforms do not require active contributions.

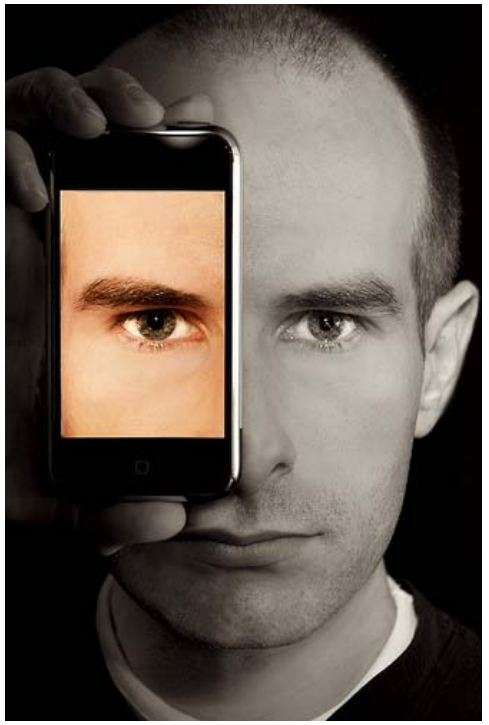
They are all “lurker” friendly.

Easy to Use

- Easy enough to navigate and use.
- Short messages.
- Need not be time consuming.
- Very little learning curve.

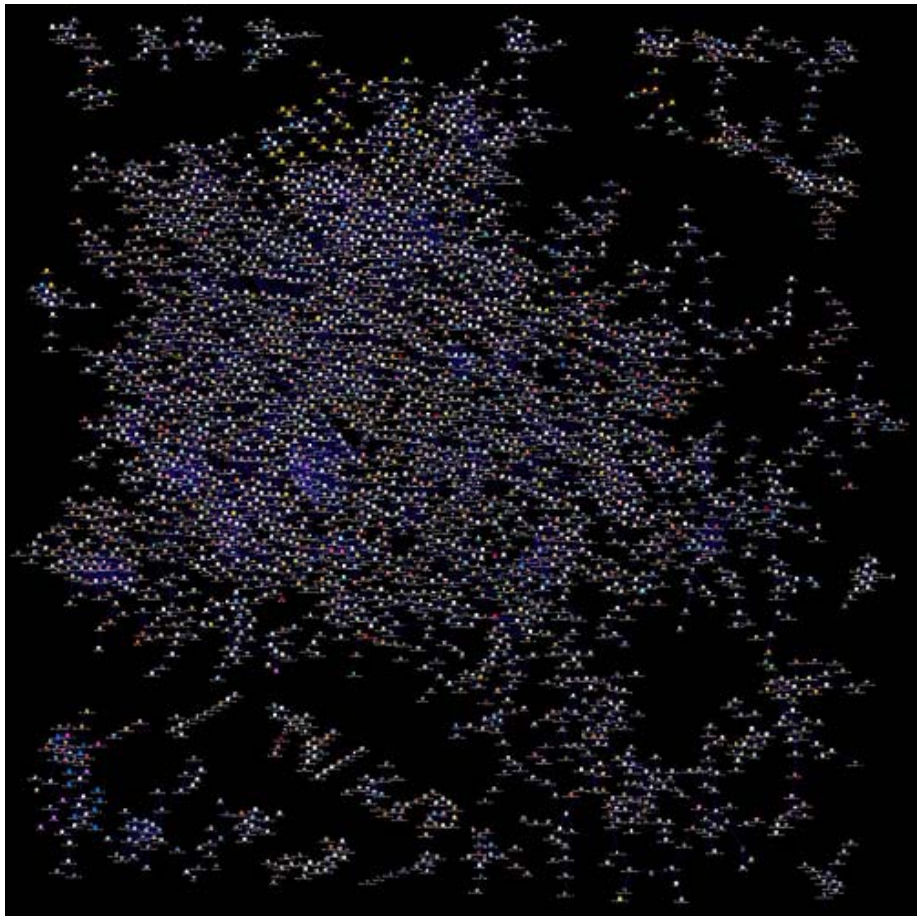
Mobile Device Friendly

- They must be accessible from mobile devices.
- A minimum of typing is required.
- Limited real estate should not be a problem.



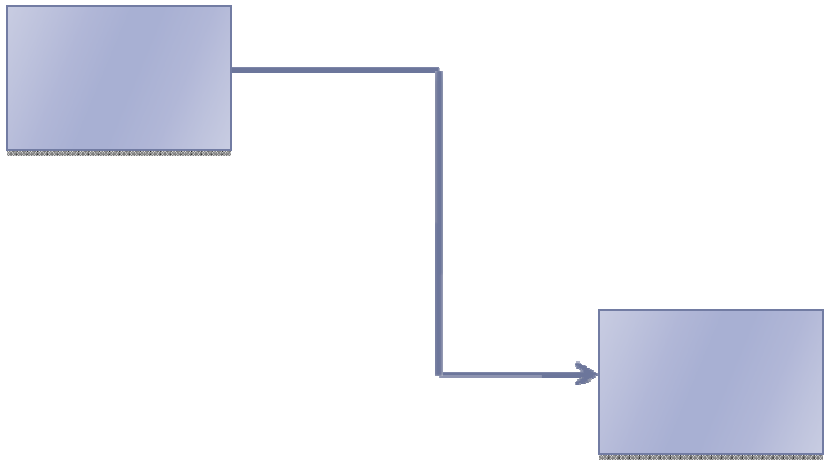
Encourage Networking

- Like the Internet, a network of networks.
- Make educated guesses about other people & information that you might find interesting.



Applying Success Factors to PM

- People are people, not resources.
- Technology should never get in the way.
- Loosely coupled networks work better.
- Self-Organizing can work well.
- Open API that works well.
- Publish/Subscribe Model.
- Keep it simple.
- Keep it familiar.
- More . . . for discussion.



Let's Talk About This